

TOPEKA'S ENTERTAINMENT GUIDE SINCE 2006

785 magazine

2017 RATE CARD



QUICK FACTS:

Print magazine publishes six times a year
Placed in over 120 locations
Locally owned
Target audience 25 - 45 years old
Green printing practices

Print readership of 8,000 - 10,000
Online readership of 2,000 per issue
Weekender readership of 4,000 per week
Social media audience of over 8,000
85%+ repeat advertisers

seveneightfive.com • seveneightfive@gmail.com • [@seveneightfive](https://twitter.com/seveneightfive) • 249.3126

DEADLINES

ISSUE	ART DEADLINE	ISSUE ONLINE / TO PRESS
FEB/MARCH	JAN 1	FEB 1
APRIL/MAY	MARCH 1	APRIL 1
JUNE/JULY	MAY 1	JUNE 1
AUG/SEPT	JULY 1	AUG 1
OCT/NOV	SEPT 1	OCT 1
DEC/JAN	NOV 1	DEC 1

AD RATES

SIZE	RATE
QUARTER	\$475
HALF	\$750
FULL	\$1,000
INSIDE COVER	\$1,200
SPREAD	\$1,500
WEEKENDER	\$75 PER WEEK
SOLO EBLAST	\$150 PER EMAIL
INSERT	\$100 PER 2,000 PIECES <i>pieces provided by advertiser</i>
FB COVER	\$100 PER EVENT <i>(up to 3 weeks of placement)</i>
NONPROFIT	20% DISCOUNT
MULTI ISSUE	20% DISCOUNT

DISTRIBUTION - 785 BUSINESS SUBSCRIPTION

# OF MAGS PER ISSUE	RATE PER YEAR / EVENT
25	\$35
50	\$60
75	\$80
100	\$100

AD FORMAT

- Send ad to seveneightfive@gmail.com
- CMYK or Greyscale
- 300 DPI
- No marks or crop marks
- Pull to bleeds (.125 on each side) if desired
- Camera ready

AD SPECS PRINT TRIM SIZE 8.5 X 9.875



WEEKENDER 600 PIXELS X 300 PIXELS
 FB COVER 851 PIXELS X 315 PIXELS

DESIGN

Ad design available upon request, Cost is \$60 - \$100, client provides artwork. Photography services billed separately and based on photographer's rate.

Ad design paid in advance to designer. Client owns artwork for future use. Adjustments may be made for other placements at a rate of \$20.

seveneightfive magazine

TEXT 785 TO 66866

#785ART | #785LIVE | #785FLAVOR | #785LIFE

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